

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:)	Examiner: David Faber
Rothman, et al.)	
Serial No.: 10/681,476)	Group Art Unit: 2178
Filed: October 8, 2003)	Confirmation No.: 7476
For: METHODS AND SYSTEMS FOR)	
PROGRAMMABLY GENERATING)	
ELECTRONIC CREATIVES FOR)	
DISPLAY ON AN ELECTRONIC)	Electronically filed July 17, 2009
NETWORK)	

AMENDMENT UNDER 37 C.F.R. § 1.111

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

The following Amendments and Remarks are made in response to the Office Action mailed on January 22, 2009. A Petition for Extension of time under 37 C.F.R. § 1.136(a) is submitted herewith. Reexamination and reconsideration of the application in light of the following Amendments and Remarks are respectfully requested.

Amendment to the Specification begins on page 2 of this paper.

Amendment to the Claims begins on page 3 of this paper.

Remarks begin on page 19 of this paper.